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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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3-12-02

Applicants: Grace Eisen et al.

Assignee: User Trends, Inc.

Title: Electronically Distributing Promotional And Advertising Material
Based Upon Consumer Internet Usage

Serial No.: 09/379,167

Filing Date: 08/23/99

Examiner: John L. Young

Group Art Unit: 2162

Docket No.: M-7729 US

Newport Beach, California

February 14, 2002

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Technology Center 2100

Box NON-FEE AMENDMENT
COMMISSIONER FOR PATENTS
Washington, D. C. 20231

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action mailed on December 5, 2001, please amend the
above-referenced patent application as provided below.

IN THE SPECIFICATION

Please replace the title with the following:

-- Electronically Distributing Promotional and Advertising Material Based Upon
Consumer Internet Usage --.

A On page 16, line 22, replace "web page 611" with --web site 611--.

On page 17, line 10, at the beginning of the line add --Typically, when a consumer
browses a web site, the web server automatically logs connection or environment specific
information (e.g., IP address, operating system type, etc.) in association with information that
defines the consumer's browsing activities.--

On page 17, line 20, after "IP address 701" add --associated with information that

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